

FOR IMMEDIATE RELEASE

Afera releases new guidelines on sustainable use of adhesive tapes

The Hague, The Netherlands, 16 October 2024

Afera, the European adhesive tape association, has released a [new guidance document on 'Sustainable use of Adhesive Tapes'](#) as part of the work undertaken by the **Advocacy Workstream of Afera's Flagship Sustainability Project (AFSP)**. The purpose of this guidance document is to provide information to end users about the various types of pressure-sensitive adhesive tapes and their properties and share best practices for the efficient and sustainable use of tapes. These guidelines aim to help **simplify the tape selection process for end users**, enabling less waste generation across the duration of applications.



Adhesive tapes contribute to making products thinner, lighter, and more eco-friendly by utilising fewer materials, **enhancing product efficiency and sustainability**. Tapes are designed to withstand challenging environmental conditions, ensuring durability, reliability, and manufacturing optimisation. By enabling reduced carbon emissions, energy consumption and waste generation, adhesive tapes are driving a more sustainable manufacturing landscape.

While tape manufacturers can create new, eco-friendly tapes for various applications, the end user needs to understand the features and limitations of tapes to use them efficiently. The document covers various aspects: properties of tapes, best practices associated with the handling of tapes (application, machines and tools, storage), waste management, and more, to support the end user in making the right choice, optimise use and **reduce waste by avoiding the inefficient use of tapes**. This is aligned with our overall goal to enable eco-design of products, reduction of waste and sustainable end-of-life solutions that promote the circular use of materials.

For more information, please contact AFSP@afera.com.

About Afera Flagship Sustainability Project (AFSP)

Launched in 2021 and ever expanding, [Afera Flagship Sustainability Project \(AFSP\)](#) aims to translate the European Green Deal (EGD) to the adhesive tapes industry. AFSP focusses on making aligned calculation methods available for evaluating the environmental impact of adhesive tapes, establishing the best available techniques for the management of waste from adhesive tapes, and providing information to Members on the impact of the EGD on the tape industry through links between Afera, the European Commission and other relevant stakeholders.

About Afera

[Afera, the European Adhesive Tape Association](#) unites stakeholders along the value chain of the European tapes industry, to ensure and increase the relevance of the tapes business in the world of tomorrow. The go-to community of the European tapes industry is comprised of 125 member companies from more than 20 European countries that

include adhesive tape manufacturers, suppliers (raw materials, machine and packaging), converters, national tape organisations, research institutions and universities. With the goal of making the tapes industry future-proof, Afera actively studies and involves itself in relevant market, standardisation, sustainability and regulatory issues, provides platforms and programmes for discussion and learning, and facilitates contact among its members and all other pertinent bodies at national and international levels. Founded in Paris in 1958, Afera has operated with its head office in The Hague, the Netherlands, since 1999 under the management of Lejeune Association Management.

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